

Project Requirements Document: Google Fiber Repeat Call Analysis

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Client/Sponsor: Emma Santiago, Hiring Manager; Keith Portone, Project Manager

Purpose

This project analyzes customer support data to identify trends in repeat calls. The insights will help Google Fiber's customer service team evaluate how often customers call back after an initial inquiry. These findings aim to improve first-contact resolution rates, reduce repeat call volumes, enhance customer satisfaction, and optimize operations.

Key Dependencies

- **Data Availability:** Access to an anonymized dataset including:
 - Call frequency data (contacts_n and repeat columns)
 - Problem types (new_type)
 - Market areas (new_market).
 - **Team Contacts:**
 - Emma Santiago, Hiring Manager (Primary)
 - Keith Portone, Project Manager (Primary)
 - Minna Rah, Lead BI Analyst
 - Ian Ortega and Sylvie Essa, BI Analysts
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Deliverables

1. **Dashboard Elements:**
 - Metrics on repeat calls categorized by:
 - **Initial Contact Date:** Aggregate and visualize repeat call volumes over time.
 - **Problem Type:** Identify types generating the highest repeat calls.
 - **Market Area:** Compare repeat call volumes across market areas.
 - Visualizations for repeat call trends by:
 - Week
 - Month
 - Quarter
 - Accessible features including large text and text-to-speech compatibility.
 2. **Insights and Analysis:**
 - Repeat call frequency trends and distributions.
 - Identification of problem types with the highest repeat rates.
 - Market-specific call analysis to pinpoint areas needing improvement.
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Stakeholder Requirements

- **Required (R):**
 - Track and analyze repeat call frequency.

- Breakdown by problem type and market.
 - Visualizations of trends across timeframes.
 - Accessible dashboard design.
 - **Desired (D):**
 - Interactive filters for problem type and market to enhance usability.
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Success Criteria

The success of this project will be measured by:

1. **Timely Delivery:** Dashboard completion within four weeks.
 2. **Functionality:** Ability to track repeat calls effectively and provide meaningful insights.
 3. **Actionable Insights:** Stakeholders can clearly identify trends and root causes of repeat calls.
 4. **Operational Impact:** Improved first-contact resolution rates, aiming for a 10% reduction in repeat calls within the next quarter.
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User Journeys

- **Current State:** Customers may need multiple calls to resolve issues, leading to inefficiencies and reduced satisfaction.
 - **Future State:** Enhanced decision-making based on insights about repeat call patterns, leading to increased first-contact resolution rates.
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Assumptions

- The dataset is accurate, anonymized, and comprehensive for analysis.
 - All necessary tools for data preparation and dashboard creation are accessible.
 - Stakeholders will actively utilize the dashboard for operational improvements.
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Compliance and Accessibility

- Data is anonymized and compliant with privacy standards.
 - Dashboard adheres to accessibility standards with features like:
 - Large font sizes
 - Text-to-speech compatibility
 - High-contrast design for better visibility.
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Roll-Out Plan

1. **Week 1:** Finalize requirements, verify data access, and draft initial dashboard layout.
2. **Week 2:** Transform data for analysis (cleaning, formatting) and design key metrics.
3. **Week 3:** Develop dashboard visualizations and gather stakeholder feedback.
4. **Week 4:** Conduct final testing (accessibility, usability) and deliver the dashboard.